COUPON REDEMPTION INFORMATION

MEDIA	AVERAGE %REDEMPTION	#OBSERVATIONS
Catalina	4.59%	5
CIP	22.70%	141
Direct Mail	20.92%	329
FSI	3.30%	89
Magazine	1.81%	251
On Pack	32.82%	262
ROP	3.23%	39
TOTAL	17.54%	1,116

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Source: https://www.industrydocuments.ucsf.edu/docs/lygj0004